

ABSTRACT OF THE DISCLOSURE

A multilayer, metallizable, white opaque film suitable for use in forming metallized plastic labels for bottles and other containers includes at least a internal core layer and opposed outer skin layers. One of the outer skin layers is a non-voided layer having a surface treated to receive a metal layer thereon and the opposed outer skin layer includes an amount of a void creating additive to provide sufficient porosity for the absorption of an aqueous cold glue adhesive of the type employed to adhere a label to a container. Preferably the core layer is free of void creating additives and the opposed outer skin layer for receiving the cold glue adhesive is oxidatively treated, e.g., corona treated, to improve receptivity for the cold glue adhesive.